

Why 85% of Your Aftercare Families Can't Leave Reviews

Jon Lefrandt, CEO of Domanicare

DEADTalks
FOCUS ON **SUCCESS**

JANUARY 15-17, 2020
LUXOR LAS VEGAS • LAS VEGAS, NEVADA

WHY AFTERCARE?



CURRENT COMMUNICATION METHODS AREN'T WORKING

<1%
Return Rate

DIRECT MAIL

DMA 2018 Response Rate Report

15.75%
Open Rate

EMAIL

Smart Insights 2019

13%
Answer Rate

PHONE CALLS

Phone Burner 2019



**CURRENT TEXT
MESSAGE
READ RATE IS**

98%

(WITHIN THE FIRST **90 SECONDS** OF BEING SENT)

**HOW MANY UNREAD
TEXT MESSAGES DO YOU
HAVE RIGHT NOW?**





CASE STUDY - NELSON FAMILY MORTUARY

NELSON FAMILY MORTUARY TEXTED 87 FAMILIES AFTER THE SERVICE AS PART OF A TEXT-BASED AFTERCARE PROGRAM.

HERE ARE SOME OF THE RESPONSES FROM FAMILIES.

Hi Mark, this is Jennifer with Nelson Family Mortuary. Lance asked me to reach out to you and let you know we are thinking about you today and wanted to check in and see how you are doing. We know how challenging these first days and weeks can be. Please let me know if there is anything we can do for you.

Good morning. I just want to say how grateful I am to you...You still continue to reach out to me and that alone means more to me than anything. You're the only one that has been messaging me about my dad since his passing. Thank you for being a blessing in my life.

Thank you, I think of you guys often. I truly would not have been able to get through those difficult days without all of you. I know that God truly places people in our lives for a reason and you all were and are a blessing to me and my family.

Thank you so much for your thoughtfulness. I have to tell you I really appreciate the time you take to reach out to us. I actually brought it to the attention of my church and it inspired them to reach out to the families who have recently lost someone that had a funeral service there and they are also including those who are sick. So the good you do is spreading!!! Enjoy your holidays and thank you again.

87

**TEXT MESSAGES
SENT**

47

**PEOPLE
RESPONDED**

54

**PERCENT
RESPONSE RATE**

**CASE STUDY
RESULTS SUMMARY**

ACTUAL GOOGLE REVIEW

“

CHELSEA VANDYKE



I have never felt so comforted during a traumatizing event that happened in April when my husband committed suicide. Lance prepared his body so well it was as if he was just sleeping peacefully. Jennifer has stayed in contact with me to ensure that I am doing well as I was left with a 2-month-old baby who is now 7-months-old and flourishing. If you are looking for a mortuary during an unexpected or expected loss, please ask for Lance! This place will always be special to me because of the care I received.

ACTUAL GOOGLE REVIEW



ANNETTE TAYLOR



The entire staff, including owner Lance Nelson, were very kind and caring at the time of my father's passing away. They were amazingly attentive to every detail and supportive to our entire large family.

Nelson Family Mortuary

4780 N University Ave, Provo, UT

5.0 ★★★★★ 84 reviews

[Write a review](#)

Sort by: **Newest**

BJ Cooper

1 review

★★★★★ 4 days ago

I'm a Oklahoma resident and my father a Texas resident. I was needing help in Utah at my fathers time of death. Lance and I had communications via phone and email to help get my father taken care of. I am 100% thankful to Lance and Jennifer ... [More](#)

Like

Drew Clarke

1 review

★★★★★ 5 days ago

The Clarke Family had the best experience with Nelson Family Mortuary. Lance and Jennifer helped us with every detail and made sure that our father's funeral was perfect. We were treated like family and they made the whole process so easy ... [More](#)

Like

Saxton Family

9 reviews

★★★★★ a week ago

We cannot say enough wonderful things about the care we received at the Nelson Family Mortuary. Both Lance Nelson and Jennifer were responsive to all of our needs and inquiries from early phone calls and transport to program, obituary, ... [More](#)

Like

Carel Yarwood

1 review

★★★★★ a week ago

Scott Kirkland

2 reviews

★★★★★ a week ago

Our experience with Lance and Nelson Mortuary, and Lance's amazing staff, made a very difficult time for our family not only endurable but actually a memorable experience. The facilities are so inviting and up-to-date, however Lance's ... [More](#)

Nelson Family Mortuary

5.0 ★★★★★ (93) · Funeral home

Provo, UT

(801) 405-7444

Open 24 hours



WEBSITE



DIRECTIONS

Berg Mortuary

4.7 ★★★★★ (48) · Funeral home

Provo, UT

(801) 373-1841

Open 24 hours



WEBSITE



DIRECTIONS

Walker Sanderson

Funeral Home & Crematory

4.5 ★★★★★ (8) · Funeral home

Provo, UT

(801) 373-6668

Open 24 hours



WEBSITE



DIRECTIONS

Nelson Family Mortuary

5.0 ★★★★★ (1) · Funeral home

Provo, UT

(801) 405-7444



WEBSITE



DIRECTIONS

Walker Sanderson

Funeral Home

4.8 ★★★★★ (16) · Funeral home

Orem, UT

(801) 226-3500



WEBSITE



DIRECTIONS

64

INITIAL REVIEWS

84

REVIEWS ONE
WEEK LATER

106

REVIEWS TODAY

5

ALL REVIEWS
GENERATED
WERE 5-STAR
REVIEWS

31

PERCENT
INCREASE IN
JUST ONE WEEK

CASE STUDY REVIEWS SUMMARY

THE POWER OF REVIEWS

93

PERCENT OF CONSUMERS SAY ONLINE REVIEWS HAVE AN IMPACT ON THEIR PURCHASE DECISION.

68

PERCENT OF CONSUMERS ARE WILLING TO PAY UP TO 15% MORE FOR THE SAME SERVICE IF ASSURED THEY'LL HAVE A BETTER EXPERIENCE.

97

PERCENT OF CONSUMERS THAT READ ONLINE REVIEWS TRUST THEM AS MUCH AS RECOMMENDATIONS FROM FRIENDS AND FAMILY.

THE AVERAGE FUNERAL HOME HAS AN
AVERAGE OF

6.1 Reviews

WITH AN AVERAGE RATING OF

3.6 Stars



4/5

FUNERAL SHOPPERS END UP CHOOSING
THE FIRST FUNERAL HOME THEY CALL.

JUST ONE REVIEW CAN BOOST
CONVERSIONS BY

10%

100 REVIEWS CAN BOOST CONVERSIONS
BY AS MUCH AS

37%

CUSTOMERS SPEND

31%

MORE WITH A BUSINESS THAT HAS
EXCELLENT REVIEWS.

-FORBES

**RESULTS FROM
TEXT MESSAGE
AFTERCARE**

112
TOTAL REVIEWS

 **4.95**
STAR-RATING

41
REVIEWS ADDED

58%
INCREASE SINCE APRIL

279
FAMILIES REACHED

48%
RESPONSE RATE

THANK YOU!

ANY QUESTIONS?

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PHONE NUMBER

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TEXT

"DEADTALKS"

TO 801.893.5733